

NEWS RELEASE

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FCUL Service Group Extends ODP Partnership with JMFA

The FCUL Service Group has renewed an agreement with John M. Floyd & Associates (JMFA) to continue to be its preferred supplier of overdraft privilege services. JMFA OVERDRAFT PRIVILEGE® is an automated and 100 percent compliant program that enables credit unions to increase their non-interest income by 50 to 300 percent and reduces the time credit union staff spends on handling and processing NSF items. This allows them to devote more time to enhancing member service initiatives. In addition, the program provides credit union members with a cost-effective safety net that covers their transactions in the event they make a mistake on their account or face an unexpected financial emergency.



“While credit unions continue to focus on ways to remain profitable in 2009, they are also interested in maintaining high levels of service that provide their members with financial stability during the current economic downturn,” said JMFA CEO John M. Floyd.

He explained that JMFA OVERDRAFT PRIVILEGE® is a win-win solution. “It helps credit unions improve their bottom line while providing their members with a cost-effective service that helps them avoid the embarrassment and added expense of paying merchant penalties for NSF checks,” he said.

Keith Hopkins, Vice President of Business Development for FCUL Service Group, explained that the League’s partnership with JMFA, which began in 2003, is based on the company’s track record of developing and implementing programs that enhance the performance and profitability of financial institutions.

“We initially chose to partner with JMFA because they seemed to have the right solution to help Florida credit unions improve their bottom line,” Hopkins said. “Since then, the resulting financial boost to our credit union members, as well as the level of support and service provided, have exceeded our expectations.”

About the FCUL Service Group

The FCUL Service Group, Inc., a wholly owned subsidiary of the Florida Credit Union League, connects progressive, growth-driven credit unions to the right business solutions and service providers by continually seeking out innovative best practices and representing premium service providers that deliver cost-effective, performance-enhancing results and share our commitment to credit union success. Our business partners are proven, best-in-class solutions that help credit unions save time, money, and the effort required to identify the right solutions.

About JMFA

With more than 30 years of experience in financial services consulting, JMFA is a profitability and performance improvement consulting firm, serving more than 2,000 financial institutions in all 50 states and Central America. As a direct result of its programs, JMFA has helped thousands of clients dramatically improve their performance and their bottom line. To learn more about JMFA, visit www.JMFA.com or call 800-809-2307.

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